1	

L Number	Hits	Search Text	DB	Time stamp
2	0	develop\$5.ti. and new.ti. and	USPAT;	2004/01/06 12:53
		programming.ti. and viewer and history	US-PGPUB;	
			EPO; JPO;	
			DERWENT;	
			IBM_TDB	
3	0	develop\$5.ti. and programming.ti. and	USPAT;	2004/01/06 12:54
		viewer and history	US-PGPUB;	
			EPO; JPO;	
			DERWENT;	
4	123	develop\$5 near3 programming and viewer and	IBM_TDB USPAT;	2004/01/06 12:54
1	123	history	US-PGPUB;	2004/01/00 12:54
1		niscory	EPO; JPO;	
1			DERWENT;	
			IBM TDB	
5	15	develop\$5 near3 new near3 programming and	USPAT;	2004/01/06 12:56
		viewer and history	US-PGPUB;	
		-	EPO; JPO;	
	,		DERWENT;	
	,		IBM_TDB	
6	4		USPAT;	2004/01/06 12:57
		programming and viewer and history	US-PGPUB;	
1			EPO; JPO;	
			DERWENT;	
_			IBM_TDB	0004/01/01 15
7	0	develop\$5 near3 television near3 new and	USPAT;	2004/01/06 12:58
		viewer near2 history	US-PGPUB;	
			EPO; JPO;	
			DERWENT;	
	_	dovelence near television near content	IBM_TDB USPAT;	2004/01/06 12:58
8	U	develop\$5 near3 television near3 content and viewer near2 history	US-PGPUB;	2004/01/00 12:38
		and viewer hearz history	EPO; JPO;	
1			DERWENT;	
			IBM TDB	
9	8	develop\$5 near3 content and television and	USPAT;	2004/01/06 13:07
		viewer near2 history	US-PGPUB;	
		_	EPO; JPO;	
			DERWENT;	
			IBM_TDB	
10	13	develop\$5 near3 program\$5 and television	USPAT;	2004/01/06 13:20
		and viewer near2 history	US-PGPUB;	
			EPO; JPO;	
			DERWENT;	
11		6611958.URPN.	IBM_TDB USPAT	2004/01/06 13:16
11 12	23	6611938.0RPN. ("5036394" "5557338" "5589892"	USPAT	2004/01/06 13:16
12	23	"5686954" "5699107" "5731844"	OSTAT	2004/01/00 15:17
		"5734444" "5751282" "5808694"		
		"5867226" "5903314" "5907323"		
		"5909212" "6005597" "6008803"		
		"6025837" "6177931" "6247176"		
		"6298482" "6344878" "6349329"		
		"6369861" "6483553").PN.		
13.	0	develop\$5.ti. near3 program\$5.ti. and	USPAT;	2004/01/06 13:20
		television and viewer near2 history	US-PGPUB;	
			EPO; JPO;	
			DERWENT;	
			IBM_TDB	
14	0	develop\$5.ab. near3 program\$5.ab. and	USPAT;	2004/01/06 13:20
		television and viewer near2 history	US-PGPUB;	
			EPO; JPO;	
			DERWENT;	
1 5		dovolones ab and programes and tolonisis	IBM_TDB USPAT;	2004/01/06 13:23
15	2	develop\$5.ab. and program\$5 and television and viewer near2 history	US-PGPUB;	2004/01/00 13:23
	}	and viewer hearz history	EPO; JPO;	
			DERWENT;	
			IBM TDB	
	1	<u> </u>	1 100	<u> </u>

16	0	develop\$5.ti. and program\$5 and television	USPAT;	2004/01/06 13:23
		and viewer near2 history	US-PGPUB;	
			EPO; JPO;	
			DERWENT; IBM TDB	
17	٥	new.ti. and program\$5.ti. and television	USPAT;	2004/01/06 13:24
1	· ·	and viewer near2 history	US-PGPUB;	2004/01/00 13.24
		and viewer neare mescory	EPO; JPO;	
			DERWENT;	
			IBM TDB	
18	22	new and program\$5.ti. and television and	USPĀT;	2004/01/06 13:30
		viewer near2 history	US-PGPUB;	
			EPO; JPO;	
			DERWENT;	
			IBM_TDB	
19		5758259.URPN.	USPAT	2004/01/06 13:28
20	0	develop\$5 near2 program\$5.ti. and	USPAT;	2004/01/06 13:30
		television and viewer and history	US-PGPUB;	
			EPO; JPO; DERWENT;	
			IBM TDB	
21	228	develop\$5 near2 program\$5 and television	USPAT;	2004/01/06 13:32
21	220	and viewer and history	US-PGPUB;	2004/01/00 13.32
		and viewer and history	EPO; JPO;	
			DERWENT;	
	1		IBM TDB	
22	1	develop\$5 near2 program\$5.ab. and	USPĀT;	2004/01/06 13:31
ļ .		television and viewer and history	US-PGPUB;	
		_	EPO; JPO;	
			DERWENT;	
	1		IBM_TDB	
23	0	develop\$5 near2 program\$5.ab. and	USPAT;	2004/01/06 13:31
		television and viewer near3 history	US-PGPUB;	
			EPO; JPO;	
İ			DERWENT; IBM TDB	
25	۱ .	develop\$5 near2 program\$5.ti. and	USPAT;	2004/01/06 13:35
25		television	US-PGPUB;	2004701700 13.33
ł		CCICVISION	EPO; JPO;	
			DERWENT;	
			IBM_TDB	
26	3	develop\$5 near2 media\$5.ti. and television	USPĀT;	2004/01/06 13:36
			US-PGPUB;	
			EPO; JPO;	
			DERWENT;	
	_		IBM_TDB	0004/01/06 10 06
27	0	develop\$5 near2 media\$5.ti. and television	USPAT;	2004/01/06 13:36
		and view\$5 near2 history	US-PGPUB; EPO; JPO;	
			DERWENT;	
			IBM TDB	
28	<u></u>	develop\$5 near2 media\$5.ab. and television	USPAT;	2004/01/06 13:37
= "		and view\$5 near2 history	US-PGPUB;	
		1	EPO; JPO;	
	Į.		DERWENT;	
			IBM_TDB	
29	4	develop\$5 near2 media\$5 and television and	USPAT;	2004/01/06 13:40
		view\$5 near2 history	US-PGPUB;	
			EPO; JPO;	
			DERWENT;	
120	1 1 1	developes nearly nearly and televisies and	IBM_TDB	2004/01/06 14:44
30	13	develop\$5 near2 new\$5 and television and	USPAT; US-PGPUB;	2004/01/06 14:44
		view\$5 near2 history	EPO; JPO;	
			DERWENT;	
1			IBM TDB	,
31	5	unfulfilled and television and view\$5	USPAT;	2004/01/06 14:59
	1	near2 history	US-PGPUB;	
			EPO; JPO;	
			DERWENT;	
			IBM TDB	

32	0	TARGETED adj VIDEO adj PROGRAMMING.ti.	USPAT;	2004/01/06 14:59
32	1	TARGETED adj VIDEO adj PROGRAFIFING.CI.	US-PGPUB;	2004/01/06 14:59
			EPO; JPO;	
			DERWENT;	
			1	
	ا	MADORERO 44 A PROCEDENCENCE 44	IBM_TDB	0004/01/06 15 00
33	8	TARGETED.ti. and PROGRAMMING.ti.	USPAT;	2004/01/06 15:02
			US-PGPUB;	
			EPO; JPO;	
			DERWENT;	
	_		IBM_TDB	
34	0	program adj watched adj data.ti.	USPAT;	2004/01/06 15:02
			US-PGPUB;	
			EPO; JPO;	
	ĺ		DERWENT;	
			IBM_TDB	
35] 0	program.ti. and watched.ti. and data.ti.	USPĀT;	2004/01/06 15:02
			US-PGPUB;	
			EPO; JPO;	
			DERWENT;	
			IBM TDB	
36	7	watched.ti. and data.ti.	USPĀT;	2004/01/06 15:04
			US-PGPUB;	
			EPO; JPO;	
			DERWENT;	1
			IBM TDB	
37	5	programming adj development.ab. and	USPAT;	2004/01/06 15:05
"		television	US-PGPUB;	2001/01/00 13:03
			EPO; JPO;	
			DERWENT;	
			IBM TDB	
38	1 4	television.ti. and viewer.ti. and	USPAT;	2004/01/06 15:10
36	1	history.ti.	US-PGPUB;	2004/01/00 15:10
		instory.cr.	EPO; JPO;	
			DERWENT;	
1			IBM TDB	
39	344	interactive.ti. and television adj	USPAT;	2004/01/06 15:11
39	344	system.ti.	US-PGPUB;	2004/01/06 13:11
	1	System.ti.	•	
1			EPO; JPO; DERWENT;	
			IBM TDB	
1.0	_		USPAT;	2004/01/06 15:14
40	1	interactive.ti. and television adj		2004/01/06 15:14
[system.ti. and viewer adj history	US-PGPUB;	
			EPO; JPO;	
1			DERWENT;	
١.,	_		IBM_TDB	0004/04/05 55 55
41	4		USPAT;	2004/01/06 15:14
		system.ti. and viewer adj profile	US-PGPUB;	
1			EPO; JPO;	
			DERWENT;	
1			IBM TDB	

41.15

```
SHOW FILES
File 15:ABI/Inform(R) 1971-2004/Jan 06
         (c) 2004 ProQuest Info&Learning
       9:Business & Industry(R) Jul/1994-2003/Dec 29
         (c) 2003 Resp. DB Svcs.
File 610:Business Wire 1999-2004/Jan 06
         (c) 2004 Business Wire.
File 810:Business Wire 1986-1999/Feb 28
         (c) 1999 Business Wire
File 275:Gale Group Computer DB(TM) 1983-2004/Jan 06
         (c) 2004 The Gale Group
File 476:Financial Times Fulltext 1982-2004/Jan 06
         (c) 2004 Financial Times Ltd
File 624:McGraw-Hill Publications 1985-2004/Jan 06
         (c) 2004 McGraw-Hill Co. Inc
File 621:Gale Group New Prod.Annou. (R) 1985-2004/Jan 06
         (c) 2004 The Gale Group
File 636:Gale Group Newsletter DB(TM) 1987-2004/Jan 06
         (c) 2004 The Gale Group
File 613:PR Newswire 1999-2004/Jan 06
         (c) 2004 PR Newswire Association Inc
File 813:PR Newswire 1987-1999/Apr 30
         (c) 1999 PR Newswire Association Inc
      16:Gale Group PROMT(R) 1990-2004/Jan 06
         (c) 2004 The Gale Group
File 160:Gale Group PROMT(R) 1972-1989
         (c) 1999 The Gale Group
File 634:San Jose Mercury Jun 1985-2003/Dec 31
         (c) 2004 San Jose Mercury News
File 148:Gale Group Trade & Industry DB 1976-2004/Jan 06
         (c)2004 The Gale Group
      20:Dialog Global Reporter 1997-2004/Jan 06
         (c) 2004 The Dialog Corp.
File
      35:Dissertation Abs Online 1861-2003/Nov
         (c) 2003 ProQuest Info&Learning
File 583:Gale Group Globalbase (TM) 1986-2002/Dec 13
         (c) 2002 The Gale Group
     65: Inside Conferences 1993-2004/Jan W1
File
         (c) 2004 BLDSC all rts. reserv.
File
       2:INSPEC 1969-2003/Dec W2
         (c) 2003 Institution of Electrical Engineers
File 233: Internet & Personal Comp. Abs. 1981-2003/Sep
         (c) 2003 EBSCO Pub.
File 474:New York Times Abs 1969-2004/Jan 05
         (c) 2004 The New York Times
File 475: Wall Street Journal Abs 1973-2004/Jan 05
         (c) 2004 The New York Times
      99: Wilson Appl. Sci & Tech Abs 1983-2003/Nov
         (c) 2003 The HW Wilson Co.
File 256:SoftBase:Reviews, Companies&Prods. 82-2003/Nov
         (c) 2003 Info. Sources Inc
File 348:EUROPEAN PATENTS 1978-2003/Dec W02
         (c) 2003 European Patent Office
File 349:PCT FULLTEXT 1979-2002/UB=20031225,UT=20031218
         (c) 2003 WIPO/Univentio
File 347: JAPIO Oct 1976-2003/Aug (Updated 031202)
         (c) 2003 JPO & JAPIO
?
```

1 of 1

Set	Items	Description
S1	10471466	TELEVISION OR MEDIA? OR PROGRAMMING
S2	89	VIEWER (W2) HISTORY
S3	65	S1 AND S2
S4	7	S3 AND DEVELOP
S5	6	RD (unique items)
S6	6	RD (unique items)
S7	106011	S1 AND HISTORY AND DEVELOP
S8	95111	S7 AND NEW
S9	2759	S8 AND VIEWER
S10	21	S9 AND UNFULFILLED
S11	18	RD (unique items)
S12	18	S8 AND VIEWER(W5)HISTORY
S13	17	RD (unique items)
S14	0	VIEWER (W) HISTORY AND DEVELOP (W5) PROGRAMMING
S15	0	VIEWER(W) HISTORY AND DEVELOP(W5) TELEVISION
S16	2	VIEWER (W) PROFILE AND DEVELOP (W5) TELEVISION
S17	2	RD (unique items)
S18	0	S18 AND S19
S19	0	S20 AND DEVELOP
S20	0	RD (unique items)
S21	0	RD (unique items)
S22	0	S18 AND HISTORY AND DEVELOP
S23	0	S24 AND NEW
S24	0	S25 AND VIEWER
S25	0	S26 AND UNFULFILLED
S26	0	RD (unique items)
S27	0	RD (unique items)
S28	0	RD (unique items)
?		

l of l

```
SHOW FILES
File 15:ABI/Inform(R) 1971-2004/Jan 06
         (c) 2004 ProQuest Info&Learning
       9:Business & Industry(R) Jul/1994-2003/Dec 29
File
         (c) 2003 Resp. DB Svcs.
File 610:Business Wire 1999-2004/Jan 06
         (c) 2004 Business Wire.
File 810:Business Wire 1986-1999/Feb 28
         (c) 1999 Business Wire
File 275:Gale Group Computer DB(TM) 1983-2004/Jan 06
         (c) 2004 The Gale Group
File 476: Financial Times Fulltext 1982-2004/Jan 06
         (c) 2004 Financial Times Ltd
File 624:McGraw-Hill Publications 1985-2004/Jan 05
         (c) 2004 McGraw-Hill Co. Inc
File 621:Gale Group New Prod. Annou. (R) 1985-2004/Jan 06
         (c) 2004 The Gale Group
File 636:Gale Group Newsletter DB(TM) 1987-2004/Jan 06
         (c) 2004 The Gale Group
File 613:PR Newswire 1999-2004/Jan 06
         (c) 2004 PR Newswire Association Inc
File 813:PR Newswire 1987-1999/Apr 30
         (c) 1999 PR Newswire Association Inc
     16:Gale Group PROMT(R) 1990-2004/Jan 06
File
         (c) 2004 The Gale Group
File 160:Gale Group PROMT(R) 1972-1989
         (c) 1999 The Gale Group
File 634:San Jose Mercury Jun 1985-2003/Dec 31
         (c) 2004 San Jose Mercury News
File 148:Gale Group Trade & Industry DB 1976-2004/Jan 06
         (c) 2004 The Gale Group
      20:Dialog Global Reporter 1997-2004/Jan 06
File
         (c) 2004 The Dialog Corp.
      35:Dissertation Abs Online 1861-2003/Nov
File
         (c) 2003 ProOuest Info&Learning
File 583:Gale Group Globalbase (TM) 1986-2002/Dec 13
         (c) 2002 The Gale Group
     65:Inside Conferences 1993-2004/Jan W1
         (c) 2004 BLDSC all rts. reserv.
File
       2:INSPEC 1969-2003/Dec W2
         (c) 2003 Institution of Electrical Engineers
File 233:Internet & Personal Comp. Abs. 1981-2003/Sep
         (c) 2003 EBSCO Pub.
File 474:New York Times Abs 1969-2004/Jan 05
         (c) 2004 The New York Times
File 475: Wall Street Journal Abs 1973-2004/Jan 05
         (c) 2004 The New York Times
File 99: Wilson Appl. Sci & Tech Abs 1983-2003/Nov
         (c) 2003 The HW Wilson Co.
File 256:SoftBase:Reviews,Companies&Prods. 82-2003/Nov
         (c) 2003 Info. Sources Inc
File 348:EUROPEAN PATENTS 1978-2003/Dec W02
         (c) 2003 European Patent Office
File 349:PCT FULLTEXT 1979-2002/UB=20031225,UT=20031218
         (c) 2003 WIPO/Univentio
File 347: JAPIO Oct 1976-2003/Aug (Updated 031202)
         (c) 2003 JPO & JAPIO
```

1 of 1

Set	Items	Description
S1	10471466	TELEVISION OR MEDIA? OR PROGRAMMING
S2	89	VIEWER (W2) HISTORY
S3	65	S1 AND S2
S4	7	S3 AND DEVELOP
S5	6	RD (unique items)
S6	6	RD (unique items)
S7	106011	S1 AND HISTORY AND DEVELOP
S8	95111	S7 AND NEW
S9	2759	S8 AND VIEWER
S10	21	S9 AND UNFULFILLED
S11	18	RD (unique items)
S12	18	S8 AND VIEWER (W5) HISTORY
S13	17	RD (unique items)
S14	0	VIEWER (W) HISTORY AND DEVELOP (W5) PROGRAMMING
S15	0	VIEWER(W) HISTORY AND DEVELOP(W5) TELEVISION
S16	2	VIEWER(W) PROFILE AND DEVELOP(W5) TELEVISION
S17	2	RD (unique items)
2		-